

Lodi

GENERAL PLAN UPDATE

Community Participation

City Council Planning
Commission Meeting

December 12, 2007

Community Participation

Phase 1:

- Community Survey
- Community Workshop
- Stakeholder Meetings

Still to come:

- Community Workshops
- Neighborhood Forums
- City Council and Planning Commission Meetings/Workshops
- Newsletters

Website <http://www.lodi.gov/>



Lodi General Plan Update



Community Survey

August 2007

Community Survey

- Sent to all households in the City's 19,070-household database
- Postage pre-paid
- Received 877 completed surveys
 - 841 in English
 - 36 in Spanish

7. Lodi's population was 62,800 in 2005 an increase of 7.6% over 25 years (27,300 in 1981). How large should the community grow to in 25 years?

☐ 25% (15,700 residents total) ☐ 75% (109,900 residents) ☐ Other (Please specify) _____

☐ 50% (94,400 residents) ☐ 100% or more (125,600 residents or more)

8. Where do you shop most often for the following items?

	DOWNTOWN LODI	LOWER SAC / KETTLEMAN	EASTSIDE	ELSEWHERE IN LODI	STOCKTON	ELK GROVE / SACRAMENTO	INTERNET	OTHER
groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
women's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
men's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
children's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
electronics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
home furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
office and school supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
books and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
family entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Where do you go most often to dine out?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

10. Where did you buy your last car?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

11. What car "brand" would you like to see sold in Lodi?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

12. How long have you lived in Lodi? _____ Years

13. Age: _____ Years ☒ You are: ☐ Male ☐ Female

14. In which of the following locations do you currently work or go to school?

☐ Lodi ☐ Elk Grove ☐ Sacramento

☐ Woodbridge ☐ Stockton ☐ Other (Please specify) _____

15. What is your employment status? (Select all that apply)

☐ Employed full-time ☐ Student ☐ Not employed

☐ Employed part-time ☐ Homemaker

☐ Self-employed ☐ Retired

16. Do you own or rent your home?

☐ Own ☐ Rent

17. What ethnic group do you consider yourself closest to?

☐ African American or Black ☐ Native American

☐ Asian / South Asian ☐ Pacific Islander

☐ Caucasian or White ☐ Mixed

☐ Latino or Hispanic ☐ Other _____

18. For statistical purposes only, what was the total income of your household before taxes in 2009?

☐ Less than \$20,000 ☐ \$75,000-\$99,999

☐ \$20,000-\$29,999 ☐ \$100,000-\$124,999

☐ \$30,000-\$39,999 ☐ \$125,000-\$149,999

☐ \$40,000-\$49,999 ☐ \$150,000 or more

19. How many total people live in your house or apartment?

☐ One ☐ Three

☐ Two ☐ Four or more

Tear off, fold as indicated, tape closed so address is on the outside, and mail.

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 1 LODI CA

POSTAGE WILL BE PAID BY ADDRESSEE

COMMUNITY DEVELOPMENT DEPARTMENT
CITY OF LODI
PO BOX 3008
LODI CA 95241-9912

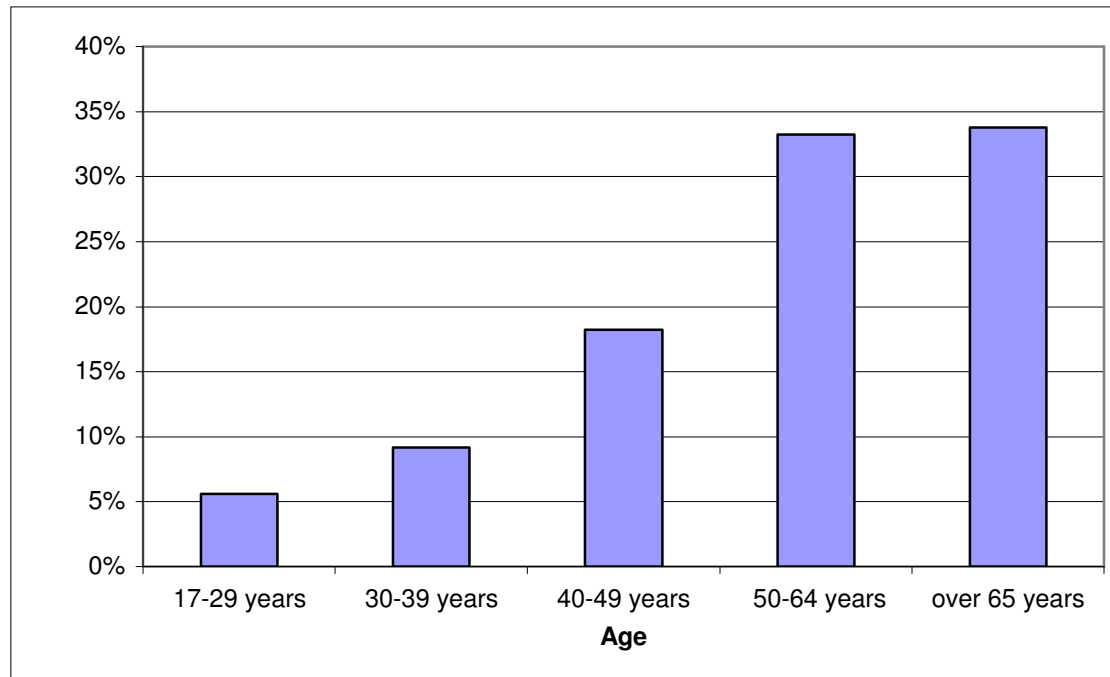
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Demographic Representation and Other Potential Biases

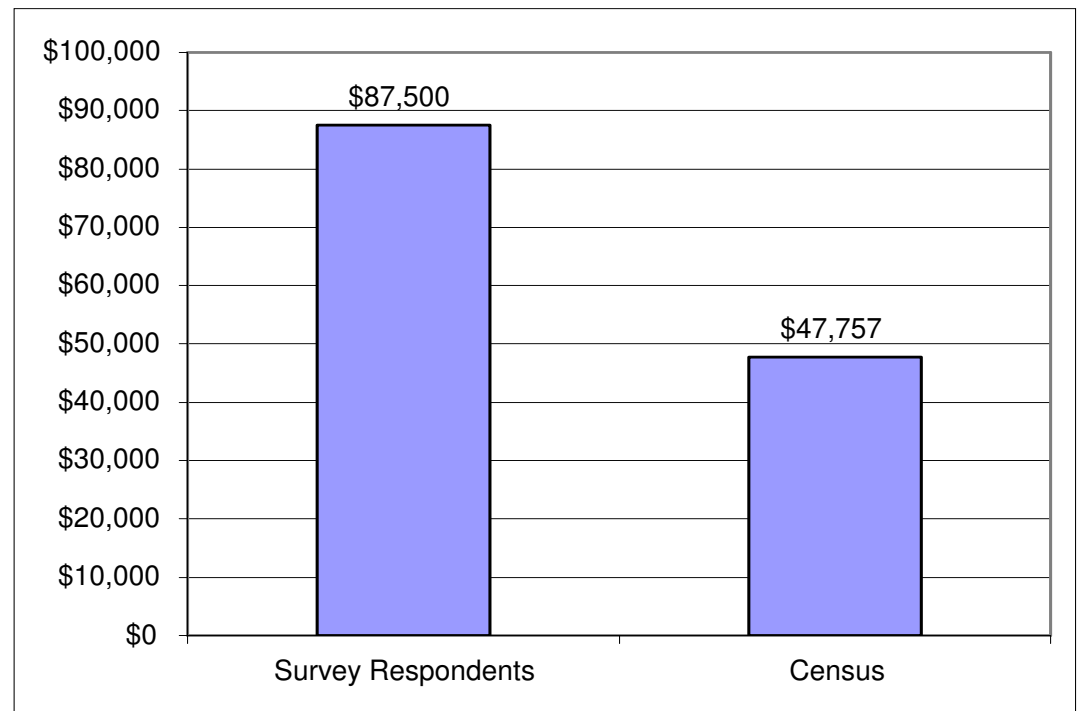
- In general, the following groups were over-represented among survey respondents:
 - *Retirees and older adults*
 - *Homeowners*
 - *White residents*
 - *Residents with higher household incomes than the city population*
- Self-selection bias



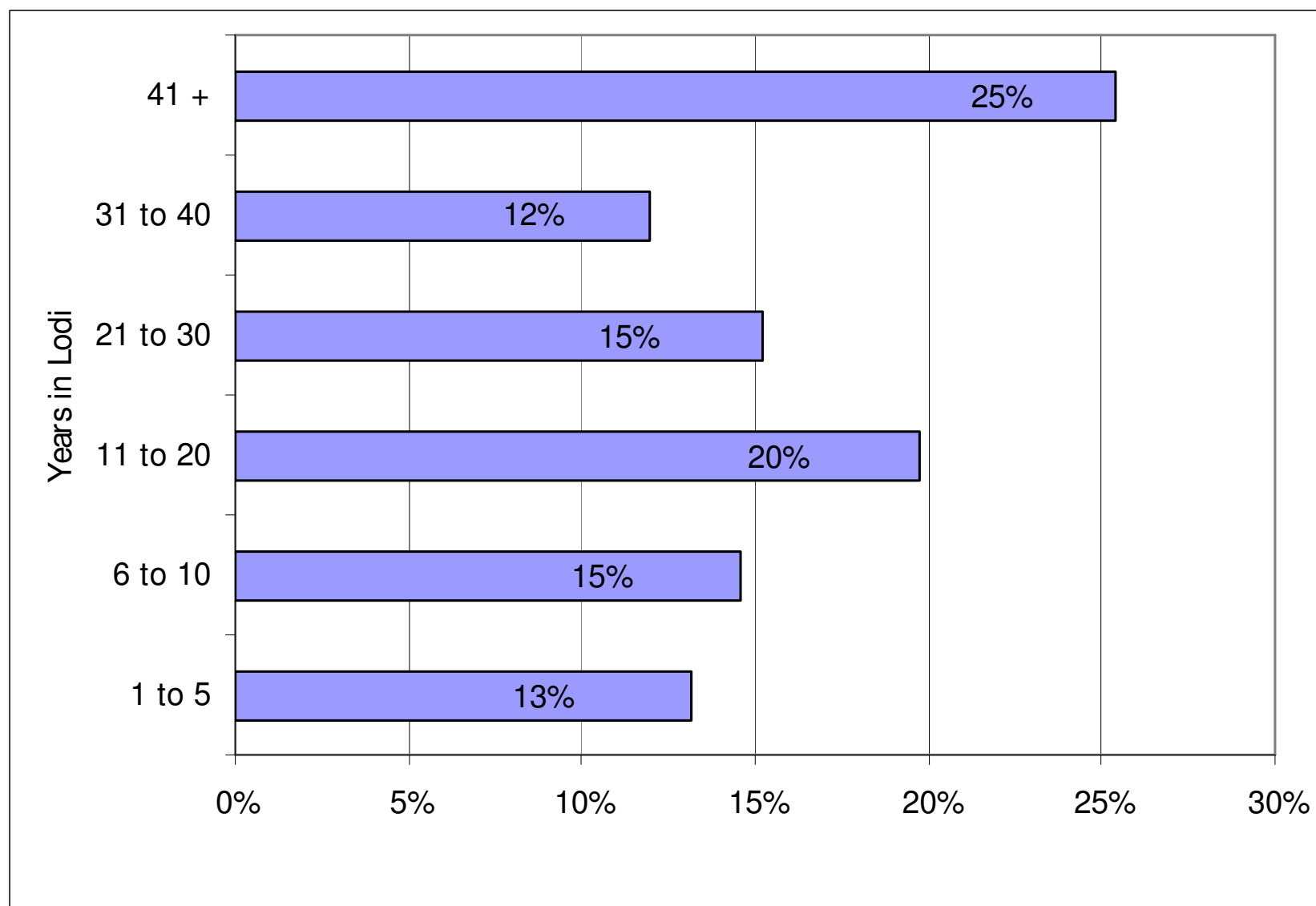


Age

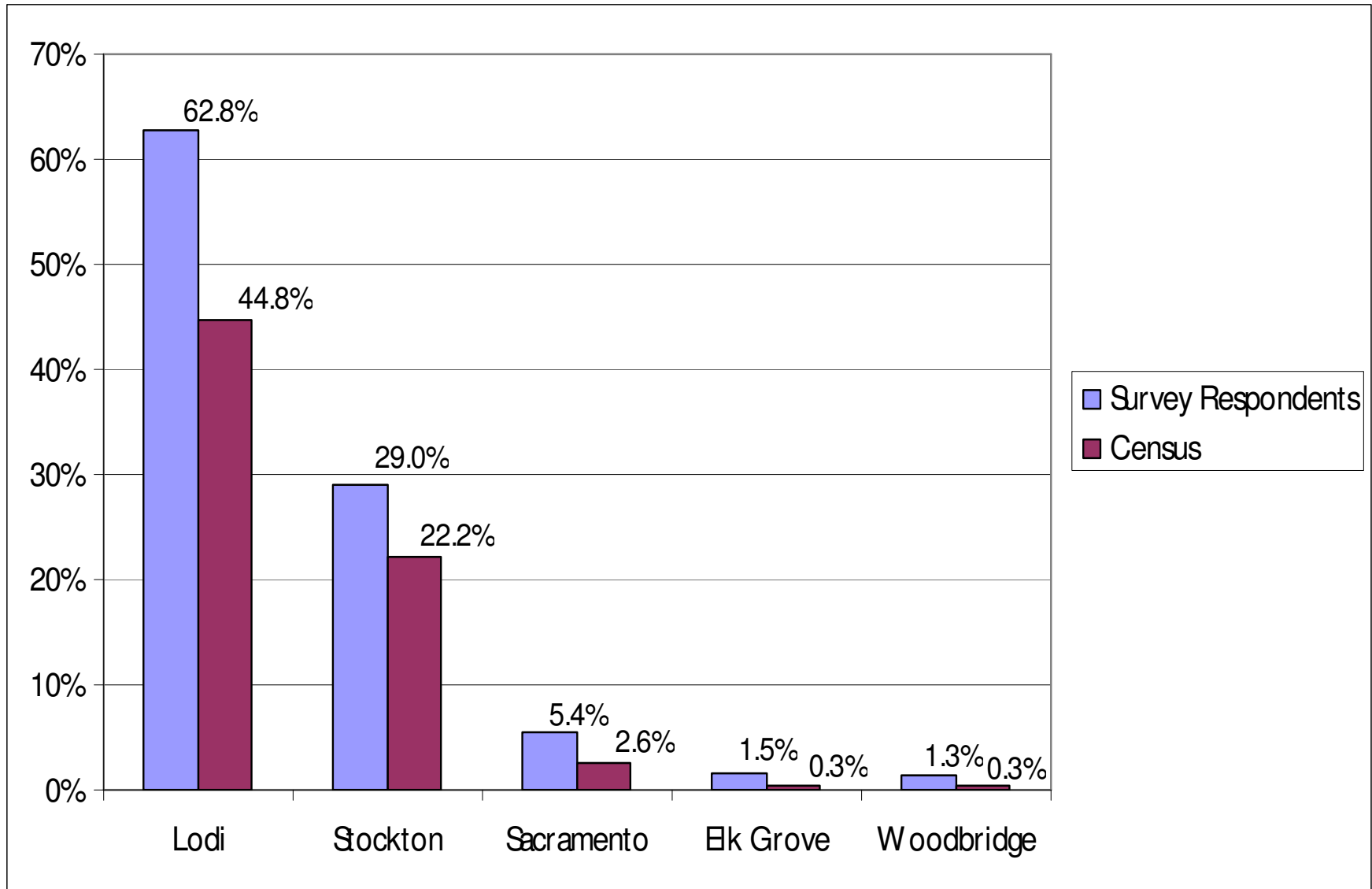
Household Income



Number of Years Survey Respondents Have Lived in Lodi



Work/School Location



Methodology

- All responses entered into a database and analyzed
- Demographic data compared with Census
- Cross-tabulations (results from sub-groups) were run when there was less than 60% support
- Ranked questions were weighted



Question #1: What do you like most about living in Lodi?

- Over half said they most liked Lodi's "small-town feel"
- Others commented on the:
 - *Strength of the Lodi community*
 - *Warmth of residents*
 - *Family-oriented nature of the city*



Question #2: Looking ahead, what is the most important thing that should be done to improve Lodi?

- Keep Lodi small
- Plan smartly for growth
- Create greenbelt/community separator
- Concern about rising criminal activity
- Pro and anti-Walmart sentiment



Question #3:

Planning for the future—the next 20 years

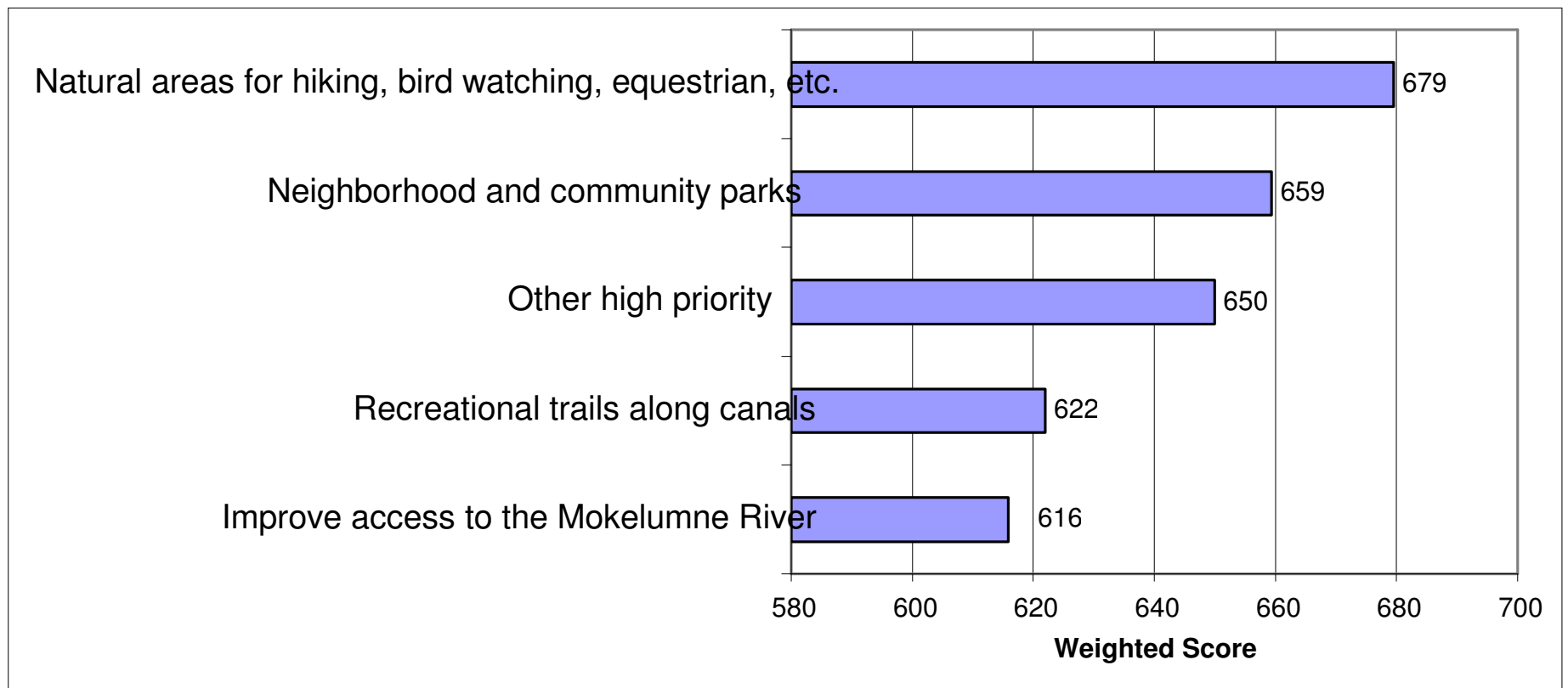
Top Opportunities the City Should Pursue:

1. Maintain Lodi's small-town feel
2. Encourage visitors/tourists
3. Promote more entertainment opportunities
4. Encourage more retail and restaurants in downtown
5. Provide more pedestrian connections and build better sidewalks

12. Encourage more retail centers and stores



Question #4: Which types of new open-spaces, natural areas, and recreation facilities are needed in and around Lodi?

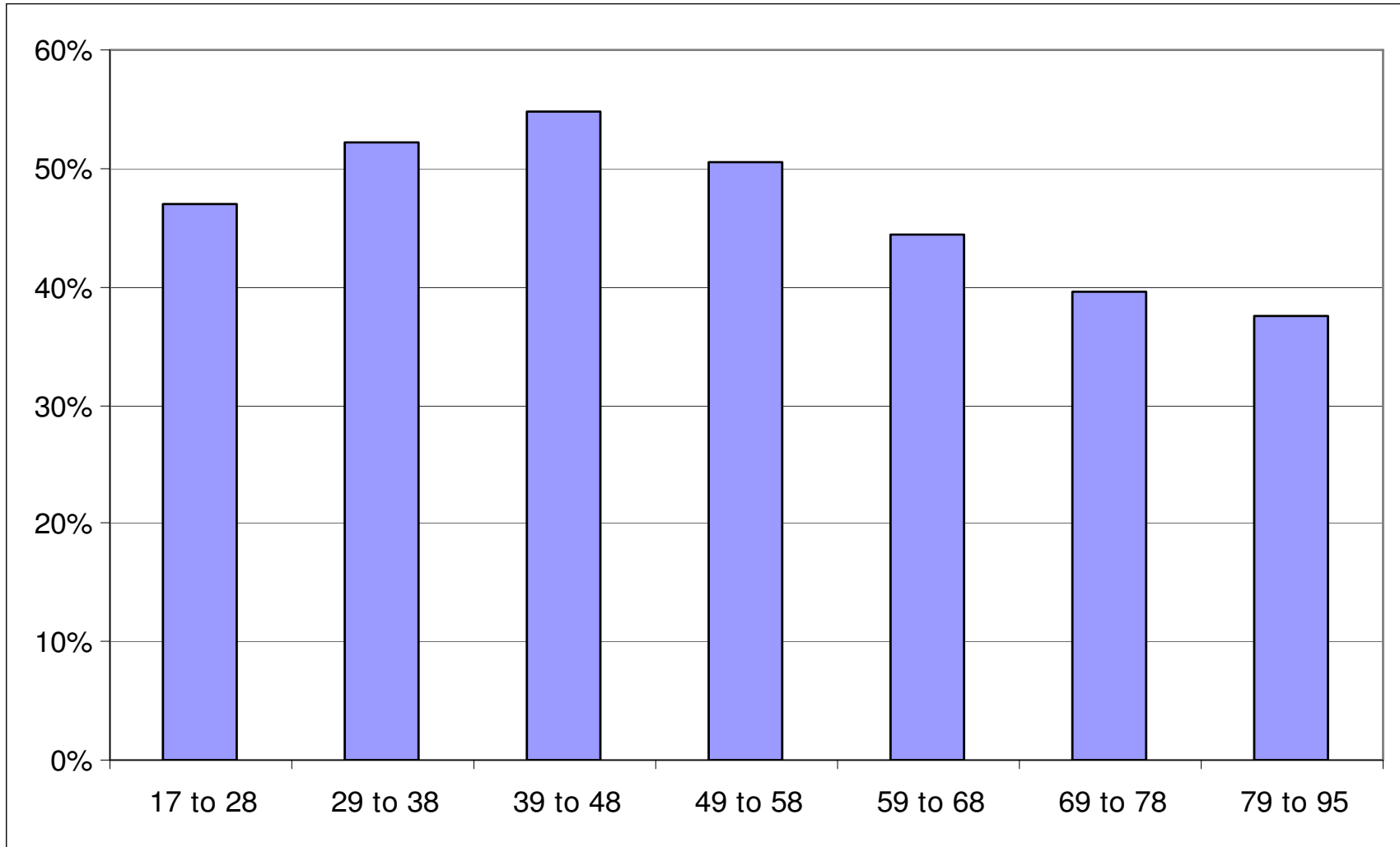


Question #5: Should there be an agriculture/open-space/community-separator around Lodi? If so, how should this be developed?

	<i>Weighted Score</i>
Land between Lodi and Stockton should be maintained as an agricultural or open-space community-separator via land use restrictions	141.25
Land around Lodi should be specifically maintained in agricultural use	137.83
The City should ensure that land around Lodi is maintained as agriculture, open space, or a community-separator by purchasing land	75.50
Would you support a parcel tax to pay for the acquisition of land around Lodi for an agricultural or open space community-separator?	-9.04

Question #5, continued...

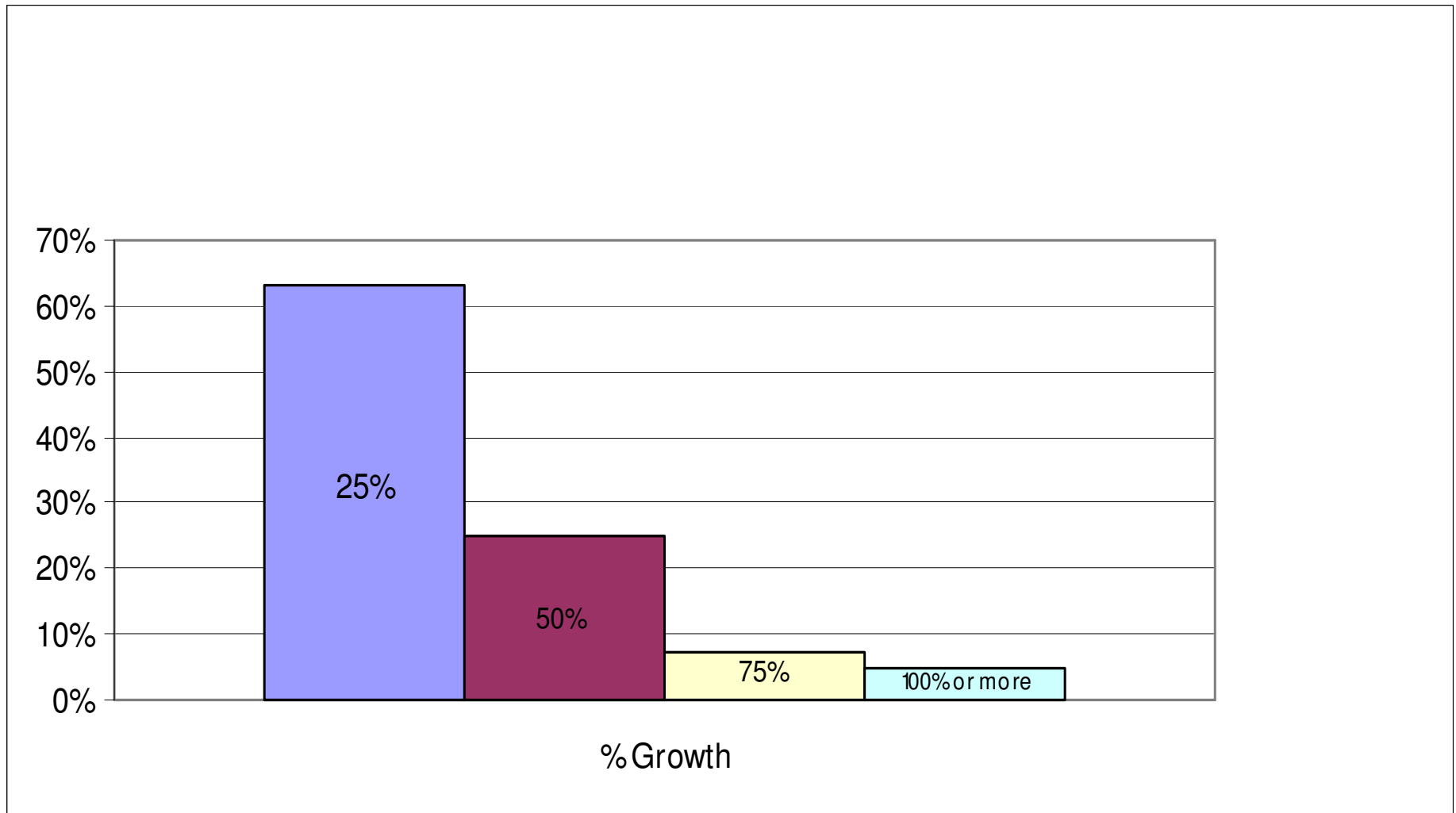
Support for Parcel Tax by Age Group



Question #6: For which types of programs and projects would you support increase in taxes or fees?

	<i>Weighted Score</i>
Police and fire protection	78.25
Maintaining parks and trails	59.33
Building and maintaining parks and recreation facilities	41.53
Library services	38.76
Expanding senior housing options	32.04
Extending public transit and bus services	3.86
Providing more affordable housing	-25.94

Question #7: How large should Lodi grow to in 25 years?

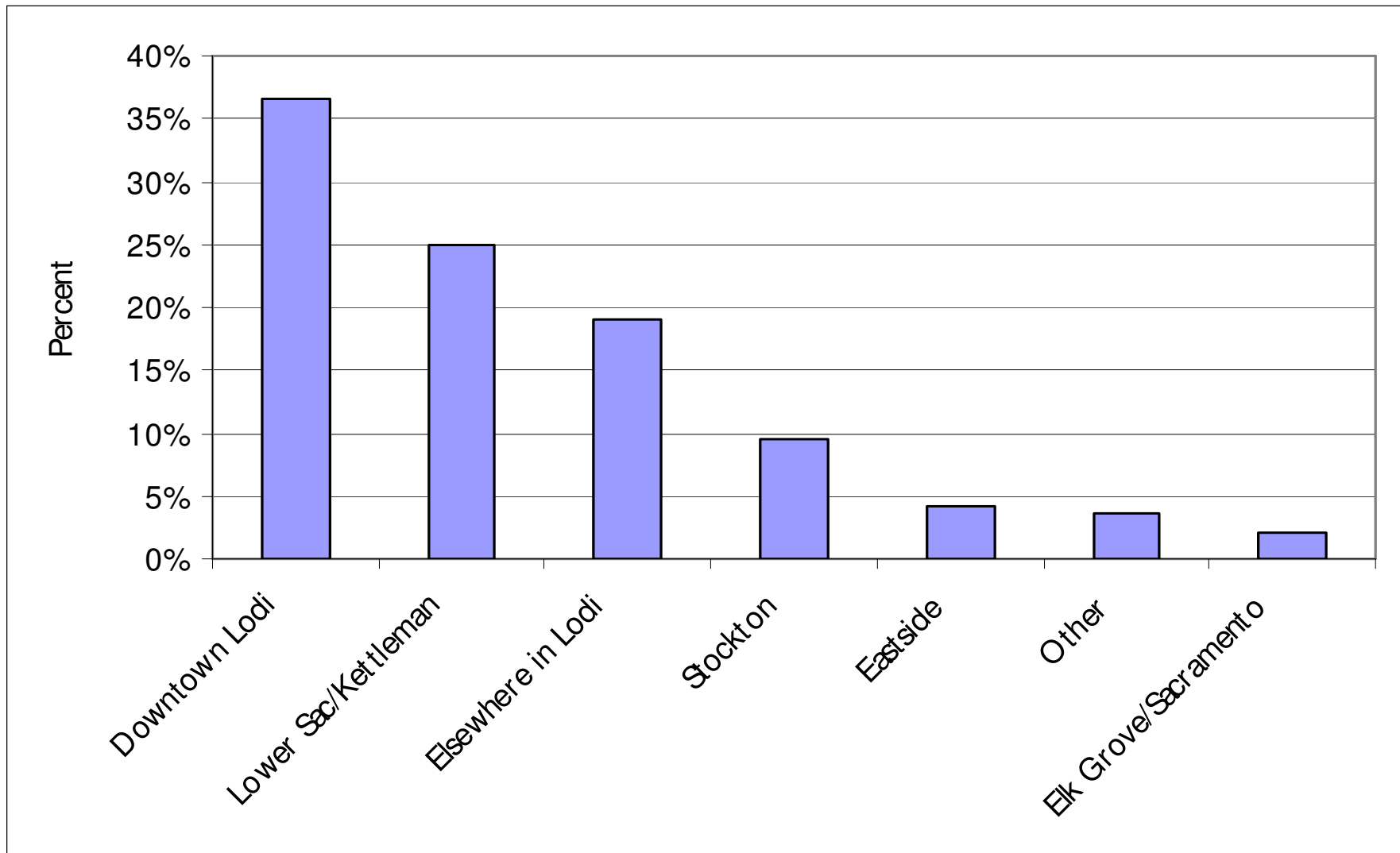


Question #8: Where do residents shop most often?

- **Downtown Lodi**
 - *Family entertainment (51.3%)*
 - *Home furnishings (22.3%)*
- **Lower Sacramento/Kettleman**
 - *Office and school supplies (77.4%)*
 - *Groceries (69.6%)*
- **Stockton**
 - *Electronics (44.0%)*
 - *Books and music (39.3%)*
 - *Home furnishings (29.8%)*
 - *Women's and men's clothing (29.3%, 28.7%)*



Question #9: Where do residents dine out most often?



Summary and Take-away:

Lodi residents want:

- Planned, compact growth
- Continued downtown revitalization
- Agricultural land/open-space protection
- Preservation of the city's small-town feel



Summary and Take-Away continued...

Furthermore, Lodi residents:

- Support the development of a greenbelt, although they are unwilling to pay a parcel tax
- See a need for new natural areas for hiking and other activities, parks, and recreational trails
- Most favor future expenditures on:
 - *Police and fire protection*
 - *Park and trail maintenance*
 - *New park and recreation facilities*



Lodi General Plan Update



Report on the First Community Workshop

August 2007

Community Workshop

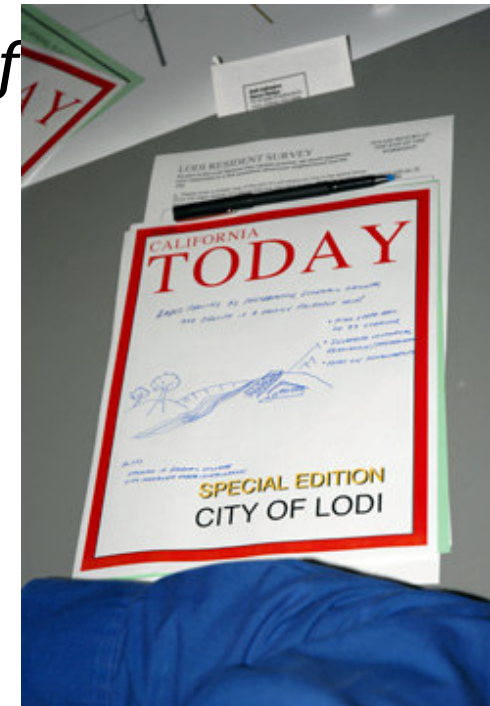
- June 13, 2007 (Wed) at Hutchins Street Square
- Attended by 40 community members

- *Lodi 2025 Visioning*
- *Issues Dialogue*



Visions

- **Community Character and Livability**
 - Small-town character, walkable, schools, low-crime, family-friendly:
 - *“Still lovable and livable”*
 - *“No sprawl; well planned use of land”*
- **Tourist Destination**
 - Center of wine-related tourism
 - Sports facilities, historical neighborhoods
- **Other Themes:**
 - Sustainable Development
 - Economic Development
 - Recreation



Planning Issues

- **Citywide Land Use and Development**
 - Maintain agriculture and open space.
Compact Growth
 - Develop new park and rec. facilities
 - Community character:
 - *Preserving character*
 - *New mixed-use development*
 - Growth and development:
 - *Need to limit growth?*
 - *Infill*
 - *Affordable housing and diversity*



Planning Issues

- **Downtown and Neighborhood Development**
 - Housing downtown
 - Mixed-use (retail/housing) development
 - More retail/department stores, hotels downtown
- **Sustainability and Open Space**
 - Ag. preservation
 - Energy conservation
 - More parkland, trails



Planning Issues

- **Eastside Revitalization**
 - Clean up
 - Community amenities
 - Main Street revitalization
- **Transportation**
 - Expand transit (rail)
 - Improve bus system
 - Widen streets; bicycle lanes
 - Street grid





Lodi General Plan Update



Report on Stakeholder Interviews

CITY OF LODI
Revised September 2007

Stakeholder Meetings

- One-on-one or small group meetings with 59 stakeholders representing 30 groups or agencies
- Additional meetings with City Council and Planning Commission



Major Issues

Growth and Character

- Preserving small-town feeling, scale, and neighborhood livability
- Maintain:
 - *Compact form*
 - *Walkable neighborhoods*
 - *Good connections to commercial and recreational nodes*



Agriculture and Greenbelt/ Community Separator

- Support for agriculture and keeping Lodi and Stockton visually separate
- Greenbelt a hot-button issue: Support from residents, but strong opposition from property owners
- Need for cooperation between various jurisdictions



Wine Industry and Tourism

- Support for making Lodi a destination
- More **hotels**. At least another boutique—downtown or near Hutchins Street Square
- More restaurants, wine-tasting **downtown**
- Network of **trails and bikeways** linking wineries, Lodi Lake, and downtown



Continued Downtown Development

- More stores and amenities
- Wider array of uses—housing (including senior housing), offices, hotels
- Lack of available larger sites seen as impediment by developers

Economic Development

- Capture sales tax. Costco, Trader Joe's, department store



Housing

- Lack of workforce housing—nurses, teachers, young families
- Lack of affordable senior housing. Peripheral locations, away from services

Parks, Recreation, and Open Space

- Difference of opinion on larger vs. smaller parks
- Dependence on basin parks
- Changing demographics—cricket field, etc.
- Grape Bowl redevelopment



Other Issues

- **Transportation:** Bikeways, more frequent transit
- **Infrastructure:** Quality; keep pace with development
- **Better urban design,** streetscape improvements, walkability, having grid street pattern in new subdivisions
- **Historical resources** and preservation



Questions and Comments?



DISCUSSION

1. Where to grow? (North, south, east, west, infill)
2. How much to grow? Land use mix/balance. Specific uses to emphasize—economic development
3. Downtown—future uses, densities
4. Character of development (density, design, parks and open space)
5. Greenbelt possibilities/ideas
6. Transportation improvements and connections

